

# € TRAINING

Certified Customer Management Specialist



14 - 18 October 2024  
Casablanca (Morocco)  
New Hotel



# Certified Customer Management Specialist

REF: V345 DATE: 14 - 18 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

In this increasingly competitive world, customers are in a position to demand ever-increasing levels of service and quality. In this Managing Service Quality and Customer Satisfaction Certified Customer Management Specialist training program, participants will learn how successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction.

## Program Objectives:

At the end of this program the participants will be able to:

- Describe how to use Quality Management tools and methods.
- Build strong customer relationships.
- Help influence and set customer expectations.
- Measure their degree of customer focus and be able to apply a variety of methods to get closer to the customer.
- Implement improved people skills to enhance customer service.
- Learn how to improve Customer Satisfaction.
- Improve service to internal customers as well as external customers.
- Learn how to proactively manage and control expectations.

## Targeted Audience:

- All Business Professionals in Customer Service positions or with specific responsibilities for Service Quality and Customer Satisfaction.
- Personnel and officers who are seeking to examine and enhance their service quality and customer satisfaction skills.

## Program Outlines:

### Unit 1:

#### An Introduction to Quality Management and Customer Services:

- Introduction to Quality Management and The history of Quality in business.

- Basic Quality concepts.
- How can we calculate the total cost of Quality?
- Customer satisfaction is a perception that can be managed and Setting customer expectations.
- Changing internal perceptions and Getting closer to customers.
- Understanding customer needs and expectations.
- Commitment starts at the top of the organization.

## Unit 2:

### Service Quality - Tools and Techniques:

- **Measure:** Establish criteria for quality assessment.
- **Control:** Implement methods to ensure adherence to standards.
- **Improve:** Foster a culture of continuous enhancement.
- **Tools:** Utilize quality analysis tools e.g., Pareto, Cause and Effect.
- **Feedback:** Gather insights through questionnaires and group techniques.
- **Decisions:** Make strategic choices using the Selection Grid method.

## Unit 3:

### Managing Customer Expectations:

- Exceeding customer expectations every time and Determining how to exceed expectations.
- It's the little things that matter - increased satisfaction at minimal cost.
- Asking for feedback on performance.
- Ongoing evaluation of effectiveness to ensure satisfaction.
- Maximize the value you deliver.
- Understanding different customer styles.

## Unit 4:

### People Skills to Deliver Excellent Customer Service:

- Back to basics - communicating with our customers.

- Identify Listening Styles for you and your customer.
- Building Rapport, Influencing skills and Persuasion techniques.
- Dealing with Difficult Customers.
- Understanding Customer Behaviours and Understanding where Anger comes from.
- Developing Emotional Intelligence.

## Unit 5:

### Service Quality:

- A look at Quality Management Systems.
- ISO, Balanced Scorecard, Six Sigma.
- Producing a Plan of Action.
- Improving Customer Satisfaction in 5 quick steps.